

Message Text

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ACTION EUR-12

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AMEMBASSY BUDAPEST

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E.O. 11652: N/A

TAGS: EEWT, ETRD, HU, VE

SUBJECT: II HUNGARIAN INDUSTRIAL EXHIBITION IN CARACAS

BEGIN UNCLASSIFIED

1. THE CHARGE OF THE HUNGARIAN EMBASSY IN CARACAS AND THE HUNGARIAN VICE-MINISTER OF INTERNATIONAL TRADE ARE HOSTING HUNGARY'S SECOND INDUSTRIAL EXHIBITION IN CARACAS. THE FIRST SUCH EXHIBITION WAS HELD IN 1969.
2. THE EXHIBITION WAS INAUGURATED 15 JULY BY THE ABOVE-NAMED HUNGARIAN OFFICIALS AND BY THE DIRECTOR GENERAL OF THE VENEZUELAN MINISTRY OF DEVELOPMENT. INAUGURAL REMARKS WERE NOT DISTINCTIVE.
3. THE EXHIBITION IS STAGED AT THE 1250 SQUARE METER PALACIO DE LAS INDUSTRIAS OF THE ASOCIACION PRO-VENEZUELA IN DOWNTOWN CARACAS, AND WILL BE OPEN THROUGH 23 JULY.
4. A GROUP OF APPROXIMATELY 200 PRESS, GOV OFFICIALS AND MEMBERS OF THE DIPLOMATIC CORPS ATTENDED THE INAUGURATION.

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5. THE EXHIBIT SITE WAS ORDERLY AND THOUGHTFULLY ARRANGED.

PRODUCTS SHOWN INCLUDED: MEDICAL DIAGNOSTIC AND TREATMENT EQUIPMENT (EXPORTED BY MEDIMPEX AND MEDICOR); MACHINE TOOLS (TECHNOIMPEX); AUTOMOTIVE DIAGNOSTIC AND REPAIR EQUIPMENT (MOGURT); MOCKUPS OF FLOATING AND SHIPSIDE GANTRY CRANES, (GANZ SHIPYARDS); RAILROAD ROLLING STOCK; ANALYTICAL LABORATORY EQUIPMENT (METRIMPEX); PROCESS CONTROL INSTRUMENTATION (MUSZER MUVEK); AND LAMPS AND SEMICONDUCTORS (TUNGSRAM).

6. SOME SPACE WAS ALSO DEVOTED TO AN ATTRACTIVE SELECTION OF BOOKS (MANY WITH ENGLISH TEXTS) ON TOPICS RANGING FROM HUNGARIAN COOKING TO SCIENTIFIC TECHNOLOGY, AND WORKS OF HUNGARIAN ARTISANRY.
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7. COMMENT - ASIDE FROM THE RECENT SALE OF A LARGE NUMBER OF IKARUS BUSES, HUNGARIAN/VENEZUELAN TRADE IS INCONSEQUENTIAL. THE ATMOSPHERE OF THIS EXHIBITION SEEMS AS MUCH (OR MORE) ORIENTED TO THE CREATION OF A FAVORABLE IMPRESSION OF HUNGARIAN TECHNOLOGICAL COMPETENCE AS TO MOVING THE GOODS. TO DATE, THE GOV'S EXPERIENCE WITH BARGAIN BASEMENT-PRICED POLISH AGRICULTURAL TRACTORS AND HUNGARIAN BUSES HAS BEEN MORE SATISFYING IN TERMS OF FURTHERING ECONOMIC ECUMENICALISM THAN IN OBTAINING SOUND COMMERCIAL VALUE.
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